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Message Text

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PAGE 01 SYDNEY 00113 180717Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
----------180718Z 075496 /22
R 180450Z JAN 77
FM AMCONSUL SYDNEY
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 7374
AMEMBASSY CANBERRA
AMEMBASSY TOKYO
AMCONSUL MELBOURNE
AMCONSUL BRISBANE
AMCONSUL PERTH

UNCLAS SYDNEY 0113

USDOC AND TOKYO FOR USTS

E.O. 11652: N/A
TAGS: ETRD, AS
SUBJECT: VISIT USA TRAVEL SHOW

REF: USDOC 23075

1. FIRM COMMITMENTS TO PARTICIPATE HAVE BEEN RECEIVED FROM:
A. PAN AM, QANTAS, ROYAL VIKING LINES
B. SHERATON, HILTON, HOLIDAY INNS
C. GREYHOUND, CONTINENTAL TRAILWAYS
D. FUNAWAY TOURS, KINGS HOLIDAY/AIRTOURS AUSTRALIA, THOMAS COOK, TRAVEL SCENE, TRAVELAND (ALL WHOLESALERS), AMERICAN EXPRESS (TWO BOOTHS).
E. CONTINENTAL AIRLINES (JOINT WITH TWO AND BRANIFF), HUGHES AIR WEST (JOINT WITH UNITED), AMERICAN AIRLINES.
THESE COMMITMENTS WERE EXPRESSED AT AN OPEN MEETING OF ALL PARTICIPANTS, AND WE HAVE CONFIDENCE THEY WILL BE MET.

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2. SEVERAL OTHERS HAVE EXPRESSED INTEREST, BUT REQUIRE AUTHORIZATION FROM HOME OFFICES IN US OR OTHER COUNTRIES.

3. CHECKS HAVE BEEN RECEIVED FROM 9 PARTICIPANTS, AND PROMISED BY ALL OTHERS LISTED IN PARAGRAPH 1.

4. EVEN IF WE HAVE NO FURTHER PARTICIPANTS, THE

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COVERAGE OF THE INDUSTRY IS ENOUGH TO INSURE A GOOD SHOW.

5. IF SPACE PERMITS, RAND-MCNALLY WILL BE GIVEN A DISPLAY RACK, TO BE PAID FOR THROUGH DONATION OF THE EXHIBIT REFERENCE LIBRARY AT THE END OF THE SHOW.

6. THE TRAVEL INDUSTRY IN THE MELBOURNE CONSULAR DISTRICT IS SERIOUSLY CONSIDERING STAGING SOME KIND OF EVENT RELATED TO THE SYDNEY SHOW. THIS EVENT WAS DISCUSSED IN A PRELIMINARY WAY IN A MEETING OF THE MELBOURNE TRAVEL INDUSTRY, HOSTED BY CONSULATE GENERAL MELBOURNE AND ATTENDED BY CCP TRAVEL CAMPAIGN COORDINATOR WENTWORTH AND USTS REPRESENTATIVE FRITZ SCHMITZ. IT IS ASSUMED THAT CONGEN MELBOURNE WILL CONTINUE REPORTING AS PLANS DEVELOP.

7. SCHMITZ'S VISIT HAS AROUSED GREAT INTEREST IN BOTH SYDNEY AND MELBOURNE, AS EVIDENCT THAT USTS IS INTERESTED IN THE AUSTRALIAN MARKET, AND THAT THE TOKYO OFFICE HAS AN OFFICIAL ROLE IN SUPPORT OF TRAVEL FROM AUSTRALIA TO THE U.S. HIS ADVICE AND PARTICIPATION IN PLANNING SESSIONS FOR THE SHOW HAVE BEEN INVALUABLE.

8. THE PARTICIPANTS IN THE SYDNEY SHOW HAVE APPOINTED TWO STRONG COMMITTEES, ONE FOR OVERALL MANAGEMENT AND THE OTHER FOR PLANNING SEMINARS. WE HAVE HOPES, THEN THAT THE SHOW, WHICH WAS CONCEIVED BY THE TRAVEL INDUSTRY, AND NURTURED BY THE CONGEN IN RESPONSE TO

INDUSTRY INTEREST, WILL NOW BE EFFECTIVELY UNDER INDUSTRY CONTROL, WITH THE CONGEN PLAYING A COORDINATIVE, SUPPORTIVE, AND CATALYTIC ROLE.

9. A PRESS INTERVIEW WAS HELD WITH SCHMITZ BY THE SUNDAY TELEGRAPH, AN A PRESS CONFERENCE WITH THE TRADE PRESS TOOK PLACE, BOTH ON JANUARY 13.

10. THE "SECOND-LEVEL" PARTICIPATION PLAN PROPOSED IN REFTEL HAD OCCURRED TO US ALSO, AND WILL BE CONSIDERED IF CONDITIONS WARRANT AT THE TIME OF FIRMING UP THE PARTICIPATION LIST.

ADDITIONAL STATESIDE COST-SHARING PARTICIPANTS, AS PROPOSED IN REFTEL, WOULD BE WELCOME, AS LONG AS SPACE IS AVAILABLE. HOWEVER, FOR APPLICANTS FOR WHOM SPACE IS NOT AVAILABLE, OR FOR APPLICANTS INTERESTED IN PARTICIPATING ON A "GOODWILL" BASIS RATHER THAN FOR BUSINESS REASONS, WE SUGGEST THEY CONDIDER

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ADVERTISING IN A NEWSPAPER SUPPLEMENT WE HAVE UNDER
CONSIDERATION. TYPICALLY, NEWSPAPERS PRINT FEATURE
ARTICLES IN SIZE PROPORTIONAL TO ADVERTISING SPACE.
THE ADVERTISERS WOULD THEN ALSO BE APPROPRIATELY
CREDITED IN SHOW LITERATURE. THE COST FOR A MINIMUM
ACCEPTABLE ADVERTISEMENT WOULD BE IN THE ORDER OF
US DOLS 150.00. USTS SUBMISSIONS (TEXT AND PHOTOGRAPHS) FOR
INCLUSION AS FEATURE MATERIAL WOULD BE MOST WELCOME.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TOURISM PROMOTION, EXHIBITS
Control Number: n/a
Copy: SINGLE
Sent Date: 18-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
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Disposition History: n/a
Disposition Reason:
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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From: SYDNEY
Handling Restrictions: n/a
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Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Handling Restrictions: n/a
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Retention: 0
Review Action: RELEASED, APPROVED
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Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3565169
Secure: OPEN
Status: NATIVE
Subject: VISIT USA TRAVEL SHOW
TAGS: ETRD, AS, US
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/d6fda2d4-c288-dd11-92da-001cc4696bcc
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